

REMARKS

Claims 1, 2, 4-7, 9, 11, 12, 14, 15, 25, 26, 28-29, 31-37, 39-42, 44, 45 and 50-55 are pending with claims 1, 2, 4-7, 25, 33-35, 52 and 53 being independent. Claims 1, 2, 4, 5, 7, 9, 11, 12, 14, 15, 33-37, 39, 40, 42 and 45 have been withdrawn, leaving claims 6, 25, 26, 28, 29, 31, 32, 41, 44 and 50-55 under consideration with claims 6, 25, 52 and 53 being independent. Claims 6 and 25 have been amended and claims 50-55 have been added. Support for the amendments and the new claims may be found in the application at, for example, FIG.2; page 4, line 24 to page 5, line 3; and page 9, lines 7-17. No new matter has been introduced.

Claims 6 and 41 have been rejected as being unpatentable over Taguchi (U.S. Patent No. 6,148,253) in view of Zechlin (U.S. Patent No. 7,010,312). Applicant requests reconsideration and withdrawal of this rejection because neither Taguchi, Zechlin, nor any proper combination of the two describes or suggests an arrangement in which the portable information equipment sends (1) an identification signal to the display device by an electromagnetic wave and (2) an identification signal of the display device to the first server, as recited in amended claim 6.

The rejection concedes that Taguchi fails to describe or suggest having the display device include a unite for detecting an electromagnetic wave sent by the portable information equipment, and relies on Zechlin as doing so. Zechlin shows having a mobile telephone (which the rejection treats as the portable information equipment) transmit a signal to a television transmitter unit, which then converts the signal to a television transmission signal that is fed into a television network and sent by the television network to a television set (which the rejection treats as the display device). However, Zechlin does not describe or suggest having the mobile telephone send an identification signal to one of the television sets.

Nor does Zechlin or Taguchi describe or suggest having the portable information equipment (e.g., the mobile telephone) send an identification signal of the display device (e.g., the television set) to a first server.

Accordingly, for at least these reasons, the rejection of claims 6 and 41 should be withdrawn.

Claims 25, 26, 28, 31, 32 and 44 have been rejected as being unpatentable over Taguchi in view of Ramasubramani (U.S. Patent No. 6,516,316) and Zechlin. Like claim 6, independent claim 25 has been amended to recite sending an identification signal of a portable information equipment to a display device by an electromagnetic wave. Accordingly, applicant requests reconsideration and withdrawal of this rejection because Ramasubramani does not remedy the failure of Taguchi and Zechlin to describe or suggest this at least this feature.

In addition, while the rejection argues that Ramasubramani discloses, at col. 6, line 47 to col. 7, line 39, sending, by the portable information equipment, an identification signal of the display device and the identification signal of the portable information equipment to a first server, applicants disagree. However, as applicants have previously noted, that passage merely states that a device may have an associated device ID 316 and subscriber ID 318; it in no way describes or suggests having a device that could be said to be portable information equipment send an identification signal of a display device along with its own identification signal, as recited in claim 25. Accordingly, the rejection of claim 25 and its dependent claims should be withdrawn for at least this additional reason.

Each of new independent claims 52 and 53 recites having the portable information equipment send an identification signal to the display device by an electromagnetic wave, and having the portable information equipment send an identification signal of the display device to the first server. Accordingly, these claims are believed to be allowable for at least the reasons discussed above with respect to claims 1 and 25.

Applicants submit that all claims are in condition for allowance.

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Page : 15 of 15

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No fees are believed to be due. Please apply any other charges or credits to deposit account 06-1050.

Respectfully submitted,

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